You get GROWTH from Philip Morris USA

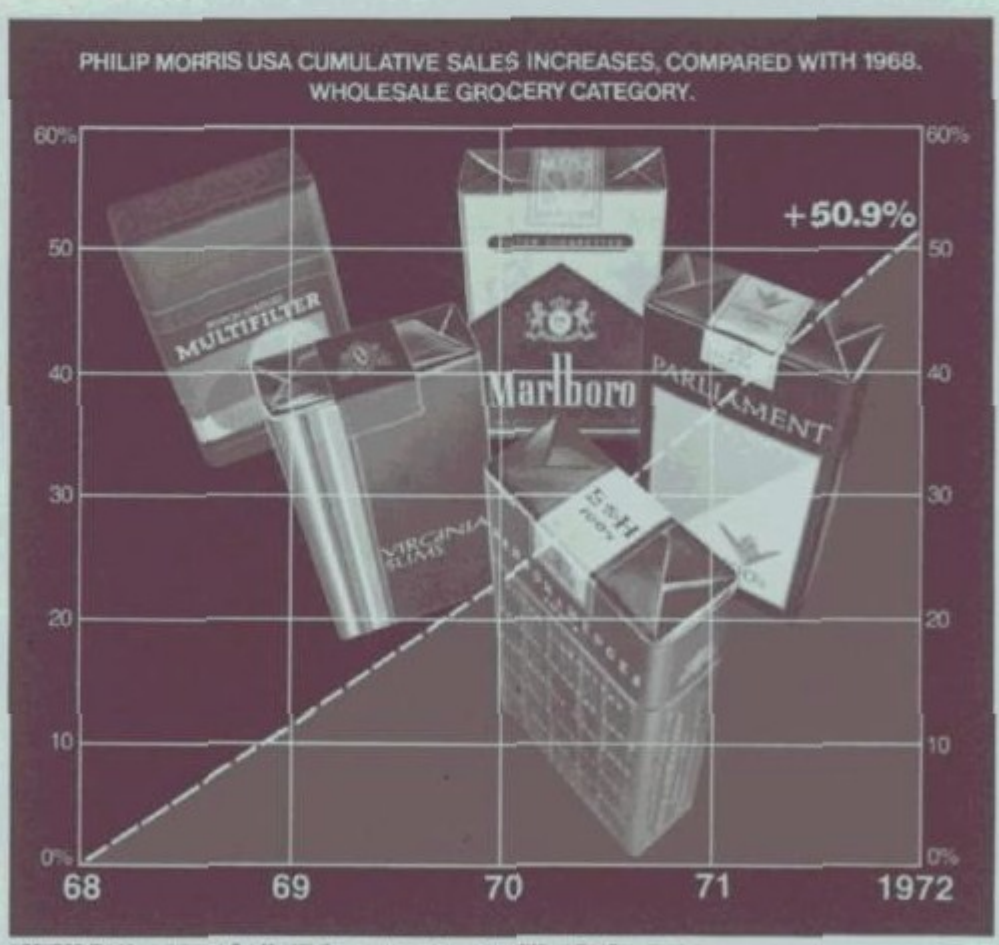
Philip Morris is the fastest-growing company in the cigarette industry.

Philip Morris 1972 sales were up 13.7%* over 1971. Between 1969 and 1972 our sales have increased 40.7% and with Wholesale Grocers our sales have grown 50.9%.

That's a good reflection on both of us because cigarettes are an important profit category.

Stop by the Philip Morris booth at this year's NAWGA Convention and let's discuss cigarette profit economics. Booth #18, Americana Hotel, Bal Harbour, Florida, March 31 through April 4. See you there.

Philip Morris USA



* SOURCE: The Maxwell Report, Oct. 30, 1972. Courtesy of the Maxwell Div. of Wheat, First Securities, Inc.

Source: https://www.industrydocuments.ucsf.edu/docs/xmhx0001

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